

The Macdonald Journal

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Consumer issue

The Macdonald Journal

DECEMBER 1981 — JANUARY 1982

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Journal Jottings

I fight with my toaster. It won't brown but it will burn. Every single morning that I plug it in I curse the day that I fell for all the gimmicks, gadgets, and dials that do not wish to work for me. Wise, comparative shopping might have prevented this daily aggravation in the first place; doing something constructive about the bad buy would also have been smart. Fortunately, both for the likes of me and for the vast majority of more astute, aware consumers there are many professional people looking after our welfare, including a number who have been educated in the School of Food Science at Macdonald.

I do not remember when more people have worked together to put out a single issue of the Journal. Some

11 members of the School of Food Science, one from the Department of Microbiology, and a guest writer from the popular consumer magazine *Protect Yourself* have worked on this special consumer issue under the coordinating skills of Dr. S.M. Weber, Director of the School of Food Science, who also sets the tone for this issue in her editorial. I am extremely grateful to her, to her colleagues, and, in particular, to Patricia Abbott for this excellent consumer package. I would also like to thank Marina Costain of Extension for designing the cover.

There is a twofold purpose to this issue: to share with our readers some of the areas of interest and concern in teaching, research, and community involvement that may be found in the School and to highlight

In This Issue

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Artwork by Marina Costain.

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some specific consumer oriented topics.

We learn of research currently underway in the School, of the Consumer Services Major, and of methods of "Promoting Good Nutrition." A discussion on the selection and care of fabrics, of precautions in the handling and serving of foods, of the intriguing prospects of "living" with a computer, as well as articles on the family's role in the learning process and Quebec's excellent laws protecting the consumer offer a wealth of good reading. Whether we are buying a new or used car, a barbecued chicken, new drapes, or a toaster that works, we should be wiser, better informed consumers for the reading of this issue.

Hazel M. Clarke

Editorial

Educating Responsible Consumers

"Let the buyer beware" was a call which rang throughout North America in the 1960s. Whether the warning was expressed in those foreboding words or more elegantly in the Latin "*caveat emptor*", the challenge was to consumers to be on their guard when making purchases. Consumers surely faced a dilemma. There was an expanding array of goods and services coming on the market, and even the most informed buyer was having difficulty choosing among them and rationalizing the increasing costs for them.

As a result of these frustrations, consumers began to organize themselves in order to defend their interests and many formed protest groups which lobbied governments and boycotted retailers and wholesalers. Group bearing such names as "Food Suffragettes", "Homemakers' Protest Committee", and "Consumer Protest Association" could be found in various parts of Canada and their commonality was unhappiness with the market place. As well, the Consumers' Association of Canada, which had been founded in the early 1940s, gained new stature and new members as consumers better understood the importance that the association served in providing information and in pressing for protection legislation for their benefit.

During the 60s, consumers' concern seemed to be as much a social as an economic one. At that time personal incomes had, on the average, more than matched prices in their rate of increase. Yet, consumers were evidently uneasy and

in many cases unhappy with the way the market place was operating. Some of this uneasiness was caused by a rapidly developing technology which resulted in not only an increasing number of products on the market, but also in products whose formulation was foreign to many in the population (what on earth is butylated hydroxy anisole???). Also, as markets became more concentrated and as consumers moved farther away from the source of supply and were not knowledgeable about the food chain from farm to table, suspicion replaced confidence as far as the food supply was concerned. (Young consumers are still surprised to learn on visits to the Macdonald Farm that milk comes from cows!!!) Solutions to these kinds of problems, as opposed to the economic ones, seemed to be found in the area of consumer education, and information programs beginning at the junior high level and continuing through to the adult learner were advocated.

The consumers' need to know has not abated since the 60s and, in fact, has broadened into a concern which is now identified as the consumer interest. Governments seek ways of protecting that interest both through legislation and information programs. Many manufacturers and retailers have established information services and, in some instances, they have persons employed as consumer services representatives who interface between the buyer and the seller. For many companies these services form part of definite strategies which are used in order to reduce the causes of consumer dissatisfaction. However, no matter what approach is used, the emphasis is on pro-

viding information to consumers to improve their knowledge about products and services. In essence it is what I like to call educating persons to assume their responsibilities as consumers.

Since its earliest days when it was one of the three schools which constituted Macdonald College, the School of Food Science, formerly called the School of Household Science, has been very much involved in that process of education. More specifically our mission has been to educate students who, as graduates of the School, will contribute to the education of consumers (students may even change their own life styles during the course of the program as a result of the instruction!!!). As new patterns of living and new developments in science and technology have evolved, so too has the School's program, but our major thrust is still service-oriented. Our concern is the health and well-being of individuals and families.

At the same time, the School has served as a source of information for consumers on many products and services and how these may be used efficiently in the management of the home. As the research program within the school has grown, staff members themselves have made significant additions to this resource of knowledge. Through this information service, and through the graduates of the programs, the School has every intention of continuing to respond to the consumer interest.

Dr. S. M. Weber,
Director,
School of Food Science

WITH THE CONSUMER IN MIND

As consumers in the North American market place we have become accustomed to an adequate supply of safe and high quality foods. Generally, food is available to us in one of two possible forms: fresh or processed. We generally tend to favour fresh fruits, vegetables, meat, etc., when they are available and their purchase is economically feasible. However, since we do live in a climate that allows the production of only one major crop per year, it is often necessary to process foods as a means of preservation so that a year-round supply is assured. Also we have become accustomed to convenience foods which are more readily utilized than the raw off-the-farm materials from which they are derived, e.g. pasta from wheat, yogurt from milk. The processing of foods for the production of preserved and convenience foods involves a transformation of the raw agricultural product into a stable and sometimes substantially different product. Whether the foods we choose to eat are fresh or processed, we, as consumers, attempt to obtain the highest quality for our food dollar. Food quality is a many faceted area. Perhaps the most important aspect of food quality is safety. Food safety implies freedom from contamination by microorganisms (bacteria, yeasts, moulds), permissible levels of naturally occurring toxicants, and other products resulting from the spoilage of foods after harvest. Based on the track record of our food distribution system, we in Canada have come to expect a safe food supply; however, we, as consumers, expect more than just a safe supply of food. We want and expect our foods to be flavourful, nutritious, attractive to look at, and of the right textural quality. These quality attributes must be satisfied. If we are given a food

which is nutritionally adequate, appealing to the eye, and of the right texture, we are not likely to eat it if it does not taste good. Research activities of staff members at Macdonald's School of Food Science are oriented toward the evaluation and improvement of the above attributes of food quality. The remainder of this article will be devoted to a description of the research interests of the Food Science staff and how these research activities are directed towards providing benefits to the consumer.

Research in . . .

The research interests of **Professor Terrance Smyrl** involved evaluation of the physical and chemical changes which may occur in processed foods during their processing and storage. Dr. Smyrl is investigating the physical loss of flavouring substances from foods during processing by dehydration (water removal). Dehydration of raw food materials is performed to increase the storage stability of the food. Raw foods contain a high percentage of water (for example, milk is 87 per cent water, fruit and vegetables contain 80-90 per cent water) and, consequently, they are prone to rapid spoilage. When a food is transformed to a dry state by removal of this water, spoilage microorganisms, such as bacteria, will not grow and the incidence of deteriorative chemical reactions is substantially reduced. Unfortunately, many of the constituents which contribute to the flavour of a food are volatile; they will evaporate from the food along with the water during the drying procedure. If these important flavour constituents are lost when the food is dried, the food will not possess its characteristic taste when water is added back. A good example of this is in a fruit powder. If the flavouring constituents are lost during the dry-

ing of fruit juice (to produce a powder), the flavour of the drink, upon addition of water, will not match that of the juice prior to drying and, consequently, will not be deemed acceptable by the consumer. At the Macdonald Campus Food Pilot Plant and in our main research laboratories, Dr. Smyrl is studying the drying process with a view to maximizing the retention of the flavouring components within the dried food.

Besides the physical changes which may take place within a food during processing, Dr. Smyrl is also concerned with chemical changes which may occur and lead to a decline in product quality. Many of the naturally occurring food components which we depend on as a source of nutrients, for example, vitamins and proteins, are unstable to heat and oxygen in the air. Many of the techniques used to preserve foods involve the application of heat and air to food and consequently the nutrient level may be adversely affected. In the preservation of vegetables by canning, for example, the canned goods are subject to a vigorous heat treatment to kill contaminating microorganisms such as *Clostridium botulinum* which, if not inactivated, may lead to botulism poisoning. At the present time, studies on model systems, which are designed to simulate the heat treatment of a canning process, are underway to ascertain the extent to which vitamins such as thiamine and vitamin A are affected. Since the dehydration process often involves the use of hot, dry air to remove water from a food, the influence of water removal on nutritionally important food components is also being investigated. It is anticipated that studies of this type will be beneficial to the maintenance of the quality attributed to processed foods.

Professor T. Beveridge is interested in the destruction by heat treatment of nutrients in food. Particularly, he is interested in the loss of folic acid, an important metabolic co-enzyme involved in the formation of a number of important body constituents including DNA and hemoglobin. In Canada recommended daily intake of folate is 250 micrograms for pregnant and lactating women, 200 micrograms for persons between one and 13 years, 60 micrograms for babies seven to 11 months old, and 40 micrograms for the first six months of life. Certain conditions such as pregnancy and lactation create an increased need for the vitamin, and poor dietary habits in certain population groups may contribute to low dietary intake of folate. Often, orange juice is suggested as a dietary source of folic acid to alleviate possible deficiencies. World-wide, folate deficiency has been widely observed in the poor rural populations of developing countries.

Fortification of food with folic acid is one way to respond to some of these problems, but it is necessary to know if the added vitamin will be retained during the production of the food. One Quebec produced food which might be fortified with folate and used in place of orange juice is apple juice. The stability of folic acid in this drink has recently been investigated in Dr. Beveridge's laboratory.

Figure 1 shows a quantitative measurement of the amount of folic acid remaining after a vigorous heat treatment simulating a canning operation. (PTEGLU is an abbreviation for the chemical name — pteroylglutamic acid — of a form of folic acid used for fortification.) We have shown that folic acid (PTEGLU) is extremely stable in processed apple juice, and this medium could easily be used as a carrier of the vitamin for special dietary purposes.

Another interest of Dr. Beveridge's is the ability of certain protein foods to form structure under the influence of heat. The most common example of this, with which everyone is familiar, is the transformation of liquid egg white to a solid during cooking. More generally, transformations of this type are extremely im-

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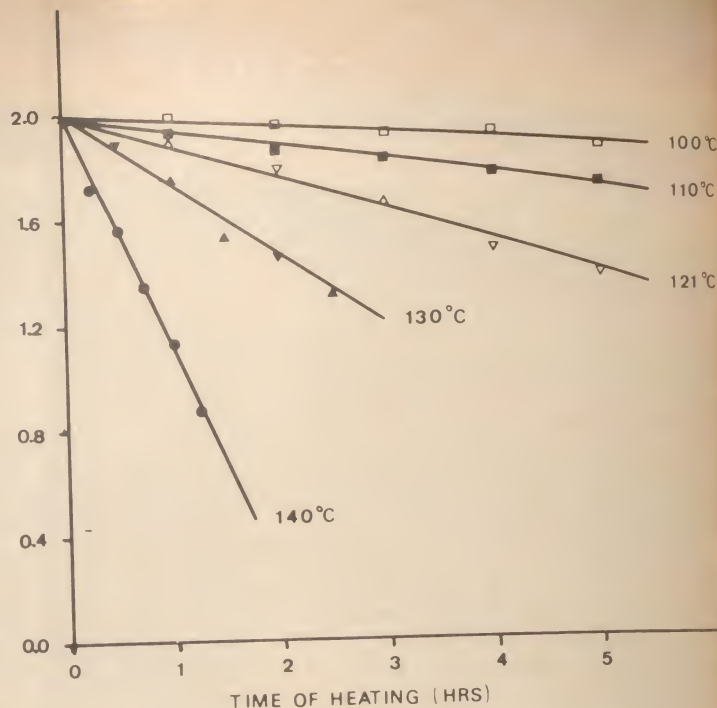


Figure 1. Destruction of folic acid (Pteroylglutamic acid) in apple juice at several temperatures.

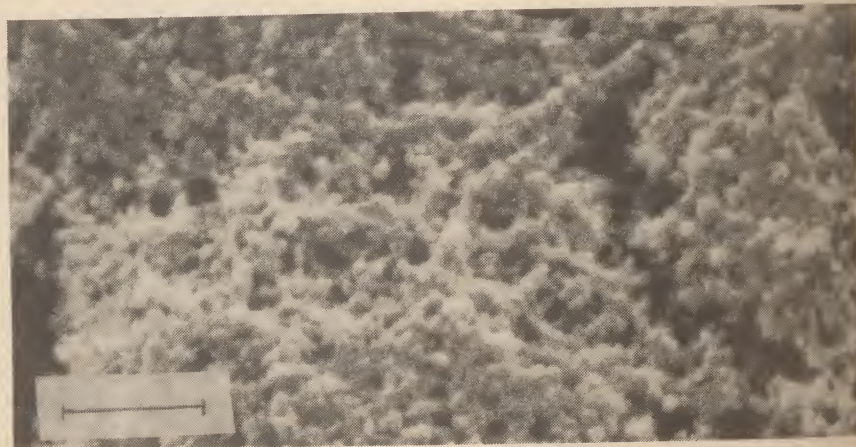


Figure 2. Scanning Electron Micrograph of cooked egg white showing bead-like globular ultrastructure. Magnification is approximately 38000X; bar represents 500 nanometers.

portant in the formation of body and texture of traditional foods such as weiners, sausages, meat loaf, and egg salad. Moreover, these transformations are the key to the formation and production of many "engineered" future foods. One way to study these transformations is to examine these materials at high magnification in an instrument such as the Scanning Electron Microscope to determine the surface appearance of the material after it has undergone this liquid to solid transformation. Figure 2 is a photograph of an image of cooked egg white produced by a Scanning Electron Microscope. At the ultrastructural level, cooked egg white seems to be built up from spherical aggregates of protein stuck together in clusters and

strands. Based on these observations, one can ask questions such as: How are the individual globules formed? How are they stuck together? How do the complex reactions involved in the formation of these globules, strands, and clusters result in the formation of a food with the properties of cooked egg white? More generally, how do reactions of this type result in the formation of foods such as weiners and sausages?

The research currently being conducted by Dr. Beveridge seeking answers to questions such as these will result, we hope, in new and more effective methods for the formation and production of traditional and future protein based foods.

Research in . . .

Another staff member, **Karen, G. Lapsley**, has conducted research on the chemical and physical properties of the dietary fibre components of cereals, fruits, and vegetables.

During recent years the medical profession has gradually accepted that dietary fibre plays a much greater role in the prevention of various diseases and in keeping the body healthy than was formerly realized. Although the food fibre itself contributes few nutrients to the diet, the bulking effect or water-holding capacity of the undigested matter is important.

Dietary fibre may be defined as the part of the plant that passes through the small intestine undigested and reaches the large intestine intact. It is not a single substance but a mixture of several groups of compounds; cellulose (a polysaccharide that is the backbone of the plant cell wall), lignin (which provides the woody part of plants), hemicelluloses (polysaccharides which are present in cereals, fruits and vegetables), pectin, and gums. Unfortunately, there is no one simple analytical technique to test the level of total "dietary fibre" or all the compounds in the human diet. The crude fibre technique used by animal scientists to obtain the cellulose/lignin content grossly underestimates the contribution of the other components to the indigestible portion of the human diet. Ms. Lapsley's research has used Van Soest detergent analysis to obtain a measure of the insoluble dietary fibre content of different foods. She then used Scanning Electron Microscopy to investigate the structural properties of these fibre fractions. Photos 1 and 2 show wheat bran particles before and after analysis. This chemical treatment also simulates what these particles would look like before and after passage through the human small intestine. The starch granules are embedded in the bran cell wall (as shown in Photo 1). After digestion the starch is broken down and absorbed with only the plant cell wall remaining (see Photo 2).

The final stage of the research was to evaluate the water-holding capacity of the different fibre fractions. It is known that cereals are only 10 per cent water, whereas

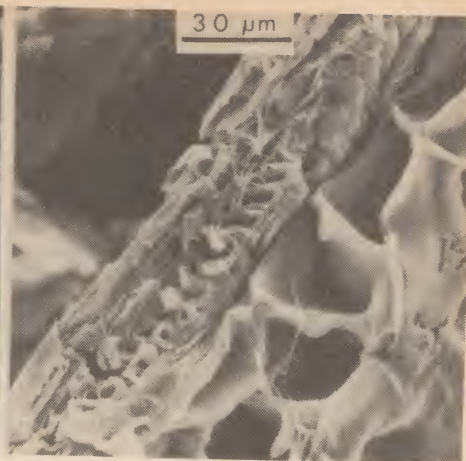
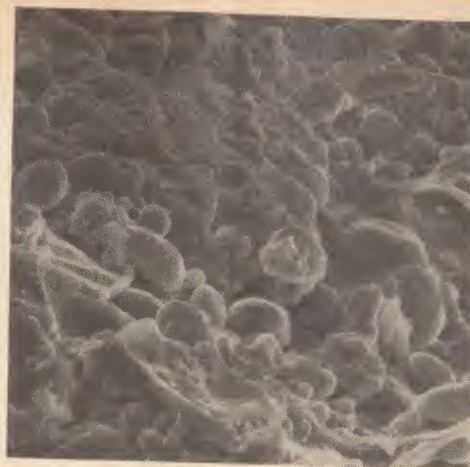


Photo 1, left, untreated wheat bran. Photo 2, right, after chemical digestion.

fruits and vegetables may be up to 90 per cent water. This is one of the reasons one tablespoon of wheat bran will have the same bulking effect as 10 apples. If dried fruit or vegetable cell wall material (e.g., leftovers of commercial juice production) could be incorporated into our diet, the fibre content would be increased.

Continuation of this research will concentrate on the physio-chemical properties of the different fibre components of oats.

Research in . . .

Another researcher on staff in the School of Food Science is **Dr. Mary Ann Filadelfi**. Her main research interests lie in the area of naturally occurring food toxicants, more specifically potato glycoalkaloids. These substances represent a class of complex nitrogen-containing compounds. Normally, they are present in minute quantities and are regarded as natural constituents of potato tubers. They most probably contribute to the characteristic flavour of potatoes. However, total glycoalkaloid content exceeding 20mg/100g fresh weight (.02 per cent) imparts a strong off-flavour to the potato tubers and renders them unfit for human consumption.

Consumption of high glycoalkaloid-containing tubers by humans has resulted in the individuals suffering severe digestive discomfort accompanied by nausea, diarrhea, vomiting, stomach cramps, headaches, and dizziness. It should be noted here that potato glycoalkaloids are not inactivated by normal culinary preparation or food processing methods.

In light of the fact that people are becoming increasingly concerned about and aware of the quality and safety of their food supply, the purpose of Dr. Filadelfi's research is twofold. The primary phase deals with the development of improved analytical techniques for detection and identification of individual potato glycoalkaloids which may be present in potato tubers. The second phase consists of studying the pharmacological and toxicological properties of the glycoalkaloids by way of animal feeding trials.

These studies have become very important since in recent years much controversy has stemmed from the affects these compounds may have on the human body. High levels of potato glycoalkaloids have been implicated in causing birth defects such as spina bifida and anencephaly as well as contributing to the suffering of persons with rheumatoid arthritis. However, there has been no positive proof to date to either prove or refute these implications.

How can the average consumer become aware of high glycoalkaloid containing tubers? The first indication is a greening of tuber skins. It is more than likely that if tubers have a greenish hue, they also have a higher glycoalkaloid content. The second and most important indication is the appearance of a strong off-flavour. This off-flavour is characterized by a peppery bitterness and persistent irritation at the sides of the tongue and the back of the throat. Any tubers which produce this strong off-flavour should not be eaten and should be discarded.

Challenging Jobs for the Future

by **Lanita S. Carter**
School of Food Science

If you have ever written a letter of complaint, you may have wondered about who would handle your complaint. Or what about the time you wrote the company about recipes to use with that new appliance and they sent you a whole cookbook. Often the people who respond to your complaints or answer your questions about products or services are consumer affairs professionals.

Over the past two decades, starting with the consumer movement of the 1960s, the concern for consumer interests has increased dramatically. As a result, many changes have been brought about in legislation to both protect the consumer and to enhance his choice of goods and services in the market place.

Many government agencies such as Consumer and Corporate Affairs and Office de la protection du consommateur, and consumer groups such as the Consumers' Association of Canada and the Automobile Protection Association have gained nationwide attention as consumer protection has become more important. In addition to these agencies and associations, there are many businesses and corporations who have established consumer affairs departments within their organizations to handle consumer complaints, to provide consumer education, and to distribute consumer information.

As the concern for consumers has increased, so has the number of employment opportunities in consumer affairs. The Consumer Services Major in the School of Food

Science at Macdonald is designed to provide a broad background for students who plan to work directly with consumers. This program, in existence since 1974, has been recently updated to reflect different career areas in consumer affairs.

All students in this major must complete 90 credits, including 60 required credits and 30 elective credits. Required courses include biochemistry, microbiology, food science, economics, marketing, statistics, textiles, nutrition, and computer science. Also required for these students are courses in consumer economics, sociology, family management, communications, and personal finance. Upon completion of the degree requirements, students receive the B.Sc. in Food Science.

Students may choose to concentrate in one of three areas: foods, family resource management, or business. At least 15 elective credits must be chosen from a list of approved electives for each area.

The foods orientation provides preparation for students who plan to work with food producers, government agencies, and other related industries. The courses in this orientation include food chemistry, food microbiology, food product development, and other advanced food science courses. These courses build on the required courses in food science to provide the student with a strong emphasis in foods.

Those students who choose the family resource management orientation may find themselves employed in social services agencies or in consumer education positions in industry. Courses selected in this area include communications,

psychology, sociology, family studies, problems in family finance, housing and applied design. Students completing this concentration may choose to pursue a Diploma in Home Economics Education through the Faculty of Education on the downtown campus at McGill.

The business orientation prepares students who may seek positions with consumer protection agencies (both federal and provincial), promotional and public relations positions in industry, banks or lending institutions, or consumer education positions with other information agencies. Students may select courses for this concentration from a list that includes marketing management, consumer behaviour, business law, communications, problems in family finance, or social psychology.

Recent graduates in this major are employed in a variety of positions. One student has a position in marketing and sales with a national food producer; another is employed by a well-known appliance manufacturer as a home economist doing both promotions for their product as well as providing consumer information. Others are employed in government agencies, nutritional counselling, and the food service industry.

The need for consumer affairs professionals is great. The job opportunities in this area are steadily growing as more business and government agencies recognize the need for highly trained people in this area. As the future continues to be uncertain, the role of the consumer affairs professional becomes more important as these are the people who will help improve our market place.

Promoting Good Nutrition

by Linda Jacobs Currie
and Professor F.A. Farmer
School of Food Science

In the past decade we have seen increasing consumer awareness of and concern for the food we eat, our body image, personal health, and nutrition information. Our mandate in the School of Food Science at Macdonald is to educate dietitians for their professional career in feeding the people of the world, nutritionists for their role in research, and home economics teachers for our high schools. Upon graduation, these dietitians, nutritionists and home economists are employed in both the public and private sectors to promote preventive nutrition and, in turn, to educate the public in matters of nutrition. Our role is education but, in carrying out this function, both staff and students regularly interact with the community round about.

At Macdonald, as a part of Professional Practice during their second year, each dietetics student prepares a lesson on normal nutrition and teaches it to two similar groups. Many Guides, Brownies, senior citizens, pregnant women, and school children on the West Island have benefited from these classes of instruction. In their third year, each student in the School of Food Science carries out a project which involves gathering data, analyzing the data statistically, and writing up a formal report. Many of the projects involve community groups. This year, one student is trying to find out what instructions pregnant women expect to receive in a course designed to teach new mothers how to introduce solid foods into their infant's diet. Another student is studying the effect of smoking on the dietary habits of teenage girls. Last year a student interviewed parents of children two to five years of age concerning the eating habits of the children during their first year of life and any possible effects of these practices on

dental caries during the preschool years.

One student working in cooperation with an oncology day centre, found that 70 per cent of the patients reported weight loss. She recommended that a dietitian be available on a regular basis to help these patients maintain optimal nutritional status. Another student developed a nutrition booklet for cancer patients undergoing chemotherapy and radiation therapy. In 1978 a student determined the serum cholesterol level of a group of vegetable growers in the Eastern Townships. Many interesting projects have been carried out over the years for the ultimate benefit of the public.

Last spring dietitians and home economists throughout Canada sponsored a National Nutrition Week. This year it is to be repeated in a slightly different form. During the month of March, one day each week will be set aside for emphasizing to the public the importance of good food habits while eating on the run. Dietitians and home economists in schools, hospitals, and health centres will give demonstrations and lectures, and show films, slides, and posters depicting good eating habits in an effort to persuade the public to choose their daily food wisely even when in a hurry.

On October 16, 1945, the United Nation's Food and Agriculture Organization was founded in Quebec City. To celebrate this event, FAO has declared October 16 as World Food Day. In 1981 a program was arranged at Macdonald in which the emphasis was placed on feeding the world. This is to be a yearly event and the public are encouraged to participate. We who have so much and who seldom go more than a few hours without food must be mindful of the needs of others who in the third world have so little food to eat that chronic hunger is often accepted as the normal pattern of life.

During their years at Macdonald dietetics and nutrition students take many courses in nutrition. One year, in a course for applied human nutrition, students learned how to make games for teaching nutrition and then invited a Grade VI class from Dorval Gardens School to a "nutrition day at Macdonald". The children learned about Canada's Food Guide, nourishing snacks, and some of the more important nutrients. At snack time they enjoyed a McIntosh apple grown at Macdonald, and before they left for home they visited the Macdonald Farm. The letters of thanks which the children wrote were ample reward for the effort put into the program.

Finally, the School of Food Science, through its graduate students, is pushing back the frontiers of science so that people in the community can be given sound advice concerning nutrition for their families. One student studied the effect of oral contraceptives on the level of folic acid in the blood of young women. She was able to show that the folic acid in orange juice is well absorbed and that the folate level in the blood is thus maintained at normal levels in spite of the use of contraceptives. Another student is now looking into the relationship between folic acid in the mother's diet and the folic acid level in breast milk. A graduate student studying in the area of community nutrition is looking at the breakfast habits of industrial workers on the West Island. The results of such research will ultimately benefit the consumer.

Where could you go, or whom could you contact, if you need information on nutrition?

1. Dietitians in a hospital setting, an in-patient or an out-patient clinic, provide counselling free of charge to patients and clients in the areas of normal or therapeutic nutrition. Call

the hospital and ask for an appointment with the out-patient dietitian.

2. Dietitians in private practice offer a service in their area of normal and therapeutic nutrition much as the physician or dentist does in his area of expertise. There is a charge for this counselling. To find out whom to call, contact the Corporation professionnelle des diététistes du Québec in Montreal for a list of dietitians in private practice in your area. The address is 934 Ste. Catherine St. E., Montreal, Quebec, H2L 2E7 (514-842-7923).

3. Dietitians and nutritionists at the community health department, called D.S.C., can be reached through

most hospital switchboards. There are many D.S.C.'s in Quebec, but not all hospitals have one. Community dietitians in local centres (C.L.S.C.'s) offer group sessions on topics of interest to the community they serve.

4. Many government agencies also provide nutrition information on request. Dietitians with Agriculture Canada, Health and Welfare Canada, and Consumer and Corporate Affairs may have resources to assist you.

5. School board nutritionists and home economists have a wealth of information suitable for children and, though they work mainly with

students and teachers, parents' groups may receive sessions if requested.

6. Some grocery store chains and food companies have a nutrition consultant on staff who prepares material related to food budgeting, recipes, and best-buys. By calling these companies you may obtain useful brochures and pamphlets. One drug store chain also supplies nutrition information to clients.

Many of the professionals who are working in the hospital clinics, health centres, schools, and stores had their university education in the School of Food Science on the MacDonald Campus.

The Family and the Pursuit of Learning

by Professor D. Shymko
School of Food Science

Although learning is customarily considered to be the prerogative of youth and the responsibility of the school, it takes place in numerous contexts and is a lifelong process. The home constitutes the initial learning environment, but it also provides the social milieu for continuous and enduring learning experiences that occur throughout life. The wide range of human experiences that result from daily family living produce a constant reserve of educational encounters for all members of the family.

Many of the significant skills that are essential in life are learned in the family context. Possibly, the most difficult achievement to be mastered in life is the acquisition of language that occurs in childhood, yet this task is accomplished relatively easily in the informal learning situation facilitated by the family. The complexities of grammar, vocabulary, and symbolic communications are assimilated through the innate ability of the child. However, parents and siblings furnish the models that reinforce the child's efforts to master his native language, and possibly also a second language, between the age of two to four years.

The values and attitudes that influence the many choices that necessarily must be made throughout life are rooted in family traditions and customs. These attitudes are often influenced by religious beliefs and ethnic customs that enrich family patterns. The supportive role of relatives and friends may also shape personal values.

The home is the natural setting for the acquirement of those basic life skills that are both useful and durable in daily living. It is here that the individual learns how to live and share with others. As a result of his unique life experience, the individual learns about himself in relation to other family members. Thus, he develops either a positive or a negative self-concept that influences the maturation of personal abilities and attributes. Thus, personal perceptions about others, the self, as well as both spiritual and material things are devised naturally from family living. The role of the individual, both as a contributor and as a consumer, in the social exchange of goods and services is initiated by family economic practices.

Each individual family provides a unique human laboratory that may have either a positive or a negative

influence on its members. Possibly more has been written about the factors that can be disruptive to family life, such as maternal deprivation, family disorganization, and economic stress. The successful family has not always been given full credit regarding the personal benefits that may be attributed to positive family living. There has been a tendency to underestimate the extensive amount of expertise and knowledge that can be effectively shared and used by family members.

The field of home economics has traditionally been concerned with the welfare of the family. The professional home economist is committed to providing a better understanding of the challenges, problems, and satisfactions of family life. Thus, in the past and the present, the study of home economics has supplied a vast amount of expertise that could be practically applied by individual families to help them function more effectively. The future will inevitably bring new demands and challenges to be dealt with by both individual families and professional home economists. The effective utilization of contemporary knowledge and expertise will ensure that the potential for human learning within the family may be used expeditiously.

Which is Best

Dacron, Fortrel, or Tergal?

by Elizabeth Jennaway Eaman*
School of Food Science

Wool, silk, cotton, and linen used to be the only fibres in common usage in North America. A newcomer in the early twentieth century was "artificial silk", or rayon which had limited acceptance because of its unpredictable performance in washing and its limited serviceability. Selecting and caring for clothing used to be a simple task, once one had learned to recognize these fibres.

In the fifties the selection became more complex with the creation of seemingly hundreds of man-made fibres, such as Tergal, Terylene, Fortrel, Dacron, and Trevira. One could no longer recognize fibre content by feel, nor was it possible to estimate the performance and serviceability because there were so many products, and they were not always labelled with fibre content or care instructions.

To overcome this problem, federal legislation was enacted to ensure that the customer was provided with accurate information regarding the fibre content and the manufacturer of the textile product. The Textile Labelling Act became effective in December 1972. It required that the following information be permanently attached to any garment or available up to the time of purchase for some articles, such as fabric.

1. The label should withstand 10 washings or dry cleanings and must contain:

a) Textile fibre content — the generic name, the percentage by weight of each fibre in order of predominance (those fibres making up less than five per cent must be labelled "other" fibres unless present for a specific functional purpose).

b) The name and postal address of the manufacturer or importer, or a code number.

c) If there is a representation that the article or any fabric or fibre therein is imported, the name of the country of origin.

d) All information in English and French.

2. The fibre content of trims must be stated if the trim makes up 15 per cent or more of the total surface area of the article.

3. Stuffings, fillings, and linings must be labelled as to their fibre content.

4. When waste fibres or reused fibres are included in a textile product, they may be labelled as unknown fibres in whatever percentage they are present.

5. Remnants may also be labelled as unknown fibres.

6. Trademark names may be included on the label along with the generic name.

7. Labels must be clearly displayed and legible. The fibre content and other required information must be set apart from any graphic information included on the label but not required by law. The label must be woven or printed and attached to

the garment by sewing, glue, or printed directly onto the garment.

Here are examples of the necessary information:

97% nylon
97% nylon
3% spandex pour l'élasticité
3% spandex added for elasticity
Textor Ltée
Textor Ltd.
MONTRÉAL, CANADA

Outer shell: 100% polyester
Exterieur: 100% polyester
Lining: face: 100% cotton
Doublure: Endroit: 100% coton
Back: 100% unknown fibre
Envers: 100% fibres inconnues
Made in Canada
Fabriqué au Canada CA 10102

Generic names are a classification system where all fibres with similar chemical composition and properties are given the same name. In addition to the natural fibres there are only 20 generic names of which only the following are common in household textiles and apparel: polyester, nylon, acrylic, modacrylic, acetate, triacetate, rayon, spandex, glass, metallic, and olefin, which is more commonly known as polypropylene.

Once one has learned the characteristics of each group, one can select and care for textile products with renewed confidence. For example Dacron, Fortrel, Trevira, Terylene, and Tergal are all listed under one name "polyester", as they are chemically similar and require the same care. The other names are their trademark names,

*Mrs. Eaman is known to many of our readers as the handicrafts judge at the OWI Provincial Convention.

which are helpful in identifying the company which has produced each fibre. Thus Dacron is made by DuPont, Fortrel by Celanese, and Trevira by Hoescht. Terylene is a British product and Tergal is produced in France. Tergal curtains often carry a higher price tag because of textile import tariffs. The domestically produced curtains will have similar performance characteristics and will be cheaper in price, but many people will continue to buy Tergal because it has a long-standing reputation for quality, and they do not realize that the other fibres are so similar.

Sometimes a manufacturer makes changes to an existing fibre and modifies the trademark to draw attention to the new improved product. Antron, which is generically a nylon or sometimes known as a polyamide, now exists in several forms. The one which is familiar to many is Antron III, which has much improved anti-static properties, a welcome feature, especially in the winter.

Many manufacturers use a code number instead of their name and address as it takes up less space on a label. If only a number appears, consumers may request the identity of the dealer from their nearest Consumer and Corporate Affairs office.

Fibre content is not the only information consumers want to know about textile products. They also need care instructions. Unlike fibre labelling, care labelling is not compulsory in Canada. However, a set of symbols related to care procedures has been developed for voluntary use. When more than one symbol is used, they appear in the following order: washtub, triangle, square, iron, circle.

The symbols are colour coded — red means stop (do not carry out this procedure), yellow means caution, green means go ahead.

When the temperature is included inside the washtub, this refers to the temperature of the wash water to be used. Thus, 40°C is cool, 50°C is

warm, and 70°C is a hot wash. A yellow washtub indicates a gentle cycle usage, a red washtub means do not wash, and a green washtub requires the use of the regular agitation cycle.

When the triangle contains the symbol Cl, this refers to the use of chlorine bleach. It is rarely necessary to use chlorine bleach, unless one wishes to sterilize clothing, as nearly all detergents contain oxygen bleach, which is an effective whitener and stain remover.

The symbols which are the least known by most consumers are the drying symbols as shown below.

The number found within the iron symbol indicates the temperature at which a garment should be pressed, but using the thermostat guide on the iron and the fibre content of the garment is equally satisfactory.

A sufficient number of symbols must be used to insure that the procedures prescribed result in acceptable restoration. For example, if the product is washable, but will be damaged by dry cleaning, the symbol warning against dry cleaning must be shown along with the appropriate washing symbol. If the textile is one which is normally expected to be washable but can only be dry cleaned, the red washtub as well as the dry cleaning symbol must be used. Unless otherwise stated, the care symbols on a label will apply to the entire textile product. Symbols may be produced by printing, weaving, or other suitable means. They must have colour fastness and dimensional stability at least equal to those of the textile to

which they are attached. They must be capable of remaining legible throughout the useful life of the article.

If a manufacturer wishes to provide care instructions in Canada, he must use the colour coded symbols, which are similar to those in use in Europe. The British system includes both symbols and words. However, in the United States, which has a mandatory care labelling program, the care instructions are given in words alone and in English only, as illustrated.

Machine Wash Warm
Do Not Bleach
Line Dry

Further information about textile fibres is available in a booklet called "Fibre and Fabric Facts" available free from the Canadian Textiles Institute, Suite 1002, Commerce House, 1080 Beaver Hall Hill, Montreal, Que. H2Z 1T6. Pamphlets on care labelling are also available from Consumer and Corporate Affairs Canada, Communications Service, Ottawa, Ontario, K1A 0C9.

Although many manufacturers are complying with the voluntary care labelling system, some still do not, as they feel that you, the consumer, do not want the information. If you would like to receive care instructions, make sure that you let the manufacturer know by (1) refusing to buy products which are not care labelled, (2) by being vocal and/or writing to those companies who have quality products but do not comply. Manufacturers do not always satisfy customers' needs, so let them know how you feel about their products.

Five Basic Symbols Each figure symbolizes one method of textile care



means
WASHING



means
BLEACHING



means
DRYING



means
PRESSING
OR IRONING



means
DRY
CLEANING



Green
means IT MAY
BE DRIED IN
A TUMBLE
DRYER AT
MEDIUM TO
HIGH SETTING



Yellow
means IT MAY
BE DRIED IN
A TUMBLE
DRYER AT
LOW SETTING



means IT
SHOULD BE
HUNG TO DRY



means IT
SHOULD BE
HUNG
SOAKING WET
TO DRIP DRY



means IT
SHOULD BE
DRIED ON
A FLAT
SURFACE

FOOD SAFETY

by Professor Edmund S. Idziak
Department of Microbiology, and
Professor Diane A. Raymond,
School of Food Science

The Federal "Food and Drug Acts and Regulations" state that:

"4. No person shall sell an article of food that

- a) has in or upon it any poisonous or harmful substance,
- b) is unfit for human consumption,
- c) consists in whole or in part of any filthy, putrid, disgusting, rotten, decomposed or diseased animal or vegetable substance,
- d) is adulterated, or
- e) was manufactured, prepared, preserved, packaged, or stored under unsanitary conditions.

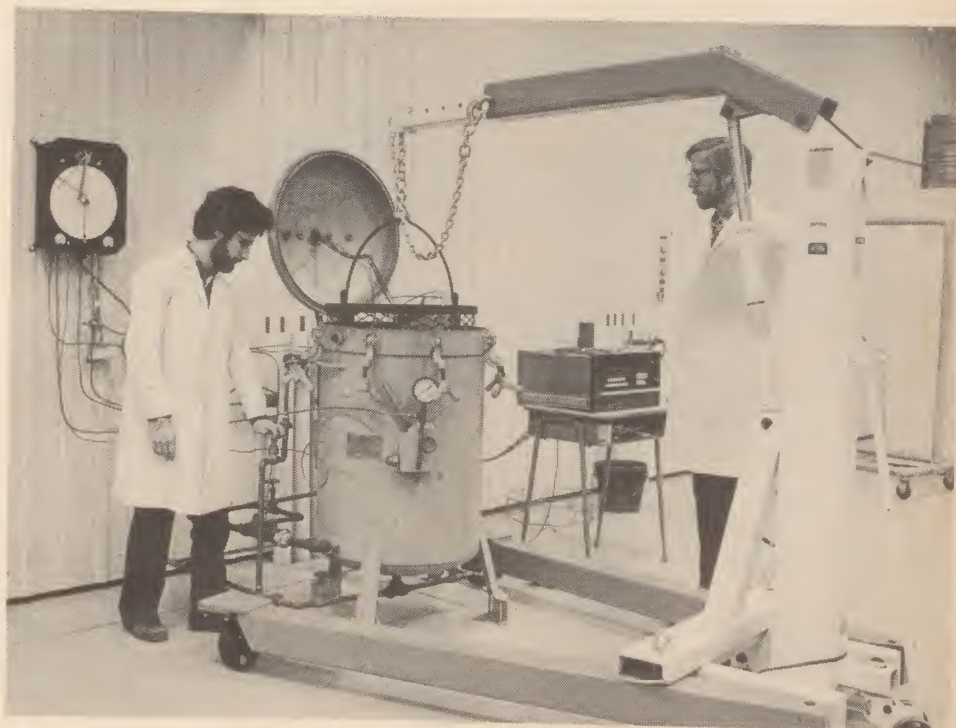
"7. No person shall manufacture, prepare, preserve, package, or store for sale any food under unsanitary conditions."

In addition to this general statement there appear many specific regulations referring to and restricting the use of different chemicals (additives) to foods. How is the decision therefore made to permit these additions in food while still ensuring the safety of the public? Experiments are done to determine the **highest dosage** that causes no adverse effect in the **most sensitive species of animal** tested. One hundredth of this amount is the highest possible level permitted in the food. Additional safety factors based on the amount of food containing these additives ingested on a daily basis further reduce the levels that may be added. **Risk/benefit** analyses are also used to determine whether an additive will be used at any level. To illustrate this, let us consider the use of nitrite in foods. During the frying of bacon nitrite reacts with other natural components to form nitrosoamines — compounds known to be carcinogenic. Although small amounts are produced and ingested, a potential **vital risk** nevertheless exists. What is often not appreciated is that nitrite, in addition to modifying the organoleptic

qualities of the food, also, and perhaps of more importance, inhibits the growth of *Clostridium botulinum*, an organism that produces one of the most deadly toxins known to man. Therefore, the addition of nitrite to cured products affords a **vital benefit** to the consumer. One must now weigh the risk and the benefit and make a decision. In this instance, it is felt that the benefit outweighs the risk and nitrites are still permissible in foods. Nevertheless, because a risk still exists, research into reducing and even eliminating the use of nitrite in foods is being actively pursued by many scientists throughout the world. Therefore, intentional food additives are regulated and their usefulness and safety experimentally verified. The same cannot be said for many of the natural chemicals (toxicants) which occur in many different foods at various times. Examples of this include excessive levels of oxalic acid, which causes renal damage, in spinach, cocoa, tea, and rhubarb; hydrogen cyanide in almonds and lima beans; compounds in turnips and parsley which

may cause goiter, etc. Fortunately the levels of these naturally occurring toxins are so low that symptoms usually do not develop in the consumer unless excessive amounts of the food in question are ingested over a prolonged period of time.

Most consumers are aware of the hazards, real or imagined, associated with food additives. However, fewer people are adequately informed about the hazards associated with microbial growth in foods, even though the majority of the recorded food poisoning episodes are caused by pathogenic organisms in food (Tables 1-3). The majority of the foods implicated in food poisoning cases were temperature abused, that is to say, were not stored at temperatures below 5 C or kept at temperatures greater than 60 C. These temperatures should be borne in mind when you prepare and store foods. The longer the time the food is kept between the temperature 5 C and 60 C the greater is the risk from food poisoning. What this means is that if hot foods are to be cooled,



Professor E. Idziak, right, in Macdonald's pilot plant for food processing, demonstrates how canned foods are processed to ensure safety and good quality.

this should be done as quickly as possible, and if cold foods are to be heated, this should also be done as quickly as possible. Defrosting of food at room temperature for prolonged periods of time such that the outside of the food is warm to the touch is a practice to be shunned. Another practice which is responsible for a large number of food poisoning outbreaks is the preparation of food prior to the day of use without having adequate cold storage facilities. Proper temperature control over food products would reduce the cases of food poisoning by 70 per cent.

Another practice that must be carefully monitored is that of recontamination of foods with harmful organisms at a time when the food contains low numbers of organisms. In this instance, an example illustrating all that could possibly go wrong will be given. It involves procedures practiced in supermarkets but the lesson learned can also be applied to the home.

Poultry are frequently contaminated with *Salmonella* organisms which when present in large numbers can cause food poisoning. Fortunately, the number on fresh poultry is insufficient to cause any illness. In the supermarket the poultry were placed on the meat block and subsequently pushed on the skewer for broiling. The broiling effectively eliminated the *Salmonella* contamination. When the cooking was completed the butcher removed the poultry from the skewers on the same wooden block, which, incidentally, had not been cleaned effectively since the time the raw poultry were put on it. This then lead to the recontamination of the cooked poultry with *Salmonella*. To further aggravate the situation, the poultry were then put into aluminum bags and placed in a warming oven, the temperature of which — in many supermarkets — was considerably lower than the 60 C we spoke of earlier. As a result, the *Salmonella* organisms grew on the carcasses and in some instances reached levels sufficient to cause illness in people who did not reheat the chicken prior to eating. In this case, the food was initially contaminated with low numbers of harmful organisms, was heated to destroy these organisms, was then

recontaminated and, finally, placed in an environment which permitted the organisms to grow to dangerous levels.

Every year, about a third of the salmonellosis outbreaks are associated with the eating of poultry. The usual symptoms are nausea, diarrhea, and vomiting with recovery in two to three days. In some instances people are hospitalized and with the elderly and young, death may occur. Therefore, this form of food poisoning causes both human suffering and great economic loss, e.g., loss of work, hospitalization, etc. It is not surprising then that much research is being done to eliminate these organisms from poultry. Two approaches are currently being investigated. In the first, large amounts of harmless organisms are fed to young chicks to prevent any subsequent colonization by *Salmonella*. The second approach is

to destroy all *Salmonella* on the carcass before it leaves the plant. Gamma energy is used to accomplish this latter end.

Finally, a few words about the hazards associated with canning. One has over the past few years read about botulism food poisoning resulting from the eating of commercially prepared mushrooms and soups, but how many of you have read about cases involving home canned foods? And yet the latter cause more deaths due to botulism than the commercially canned products (Table 4).

In canning, high temperatures (pressure cooker) over a prescribed period of time are used to destroy both pathogenic organisms (*Clostridium botulinum*) as well as the harmless spoilage organisms resulting in a shelf stable and safe product. In some instances, lower temperatures (boiling) are used. The

Table 1. Food-borne poisoning cases in Canada during 1975.

Etiology	Cases in outbreaks	
	Number	%
Microbiological	2411	34.5
Parasitic	5	0.1
Plant	3	
Animal	3	
Chemical	53	0.8
Unknown:		
Probably Microbiological	1387	19.9
Probably Plant	—	—
Probably Animal	—	—
Probably Chemical	25	0.3
Other	3097	44.4
TOTAL:	6984	100.0

Food-borne disease in Canada. Annual Summary, Health and Welfare, Canada, 1979.

Table 2. Places where food was mishandled — cases (%) for 1975.

	Food Service Establishment	Homes	Food Processing Plants	Other
Microbiological	47.1	9.9	26.6	39.0
Parasitic)				
Plant)	1.5		24.1	0.2
Animal)				
Chemical)				
Unknown	51.4	89.5	45.6	60.8

Food-borne disease in Canada. Annual Summary, Health and Welfare, Canada, 1979.

Table 3. Top-ten foods associated with food-borne poisoning incidents — 1975.

Commodity	%
1. Poultry	26.6
2. Meat	24.1
3. Sandwiches	3.8
4. Dairy foods	3.1
5. Vegetables and fruits	3.0
6. Bakery foods	2.8
7. Salads	2.1
8. Chinese foods	1.8
9. Fish	1.4
10. Shellfish	1.2

Food-borne disease in Canada. Annual Summary, Health and Welfare, Canada, 1979.

Table 4. Place of acquisition of food. Cases of food poisoning — 1975.

	Home	Food Service	Retail Food	Other
<i>Staph. aureus</i>	66	246	13	7
<i>Salmonella</i>	53	1212	11	3
<i>Clostridium perfringens</i>	3	549	4	
<i>Clostridium botulinum</i>	13			

Food-borne disease in Canada. Annual Summary, Health and Welfare, Canada, 1979.

atter is generally used only when the product is acid (pH below 4.3) or contains high salt concentrations greater than six per cent). Under these conditions the *Clostridium botulinum* organisms are not destroyed but merely prevented from growing out and producing their deadly toxin. One should be aware that once these conditions are changed, e.g., salt diluted, or acid food placed in a non-acid environment, *Clostridium botulinum* may grow out and produce toxin.

Foods that do not contain naturally or by addition more than six per cent salt or that are not in themselves acid or made acid with the addition of vinegar, citric acid, or other acid should never be processed in hermetically sealed containers in boiling water. They must be processed in a pressure cooker.

The safety of your food supply is of prime concern not only to the industry but also to many government agencies e.g., Health and Welfare, overall; Agriculture Canada, meats,

fruits, and vegetables; Fisheries & Oceans, Canada, fish and fish products. When pursuing the statistics of food poisoning outbreaks, it becomes obvious that foods leaving the food processing plant rarely contain sufficient numbers of micro-organisms to cause food poisoning. It is mostly due to the abuse of the product, mainly temperature abuse, after this stage that results in the food becoming a potential health risk.

To put things in perspective with regard to the safety of the food supply ask yourself this question: "When was the last time that I or any of my friends were ill from food poisoning?" Then consider the variety of foods eaten, the different sources from which they came, and the amount eaten.

Consumer Protection in Quebec

by Patricia Abbott
Assistant Editor
Protect Yourself

April 30, 1980, was a red-letter day for Quebec consumers. The new Consumer Protection Act came into effect giving Quebecers the most far-reaching and comprehensive consumer law in Canada.

Wider in scope than its predecessor adopted in 1971, the new act deals with several areas of potential problems to consumers: contracts, warranties, door-to-door sales, credit contracts, cars and motorcycles, major household appliances, contracts and leases for on-going services, business practices, and advertising. (Pamphlets are available on these subjects.)

The aim of the act is to eliminate abusive practices, fraudulent transactions, and misleading advertising and to give consumers the tools with which to protect themselves.

New Rights

Among the provisions of the new act are never-before-held rights for the consumer.

Consumers now have a right to a written estimate for repairs over \$50

on vehicles and household appliances, all of which carry a three-month guarantee.

Used vehicles sold commercially carry an operating guarantee depending on the age and the mileage of the vehicle. These warranties are all transferable.

Under the new law, consumers who shop by mail do not have to pay for merchandise until it has been received. Only merchants who have deposited a bond with the government are allowed to ask for immediate payment. Consumers can keep, and not pay for, unsolicited goods.

For door-to-door sales, the "cooling-off" period is increased to 10 days from five days. A contract signed other than at the merchant's place of business may be cancelled within 10 days after the consumer has obtained a copy of the contract.

The new act bans almost all advertising aimed at children under 13. There is a two-day "cooling off" period for contracts of credit. Health and fitness studios must obtain an operating permit and can no longer sell life time memberships.

These provisions did not exist in the previous Consumer Protection Act.

Applying the Law

The task of applying the law falls to the Office de la protection du consommateur (OPC), established in 1971, whose authority was increased under the new act. As part of its mandate to supervise the application of the law, the OPC carried out nearly 1,500 investigations and as many inspections in the first year that the law was put into effect.

Consumer Help

The OPC is also charged with receiving complaints from consumers. Between April 1, 1980, and March 31, 1981, the OPC answered 129,000 requests for information and received 155,738 complaints.

The OPC maintains 13 regional offices to serve Quebec consumers and to ensure their access to its services. The regional offices, scattered throughout the province, can provide information and advice on a variety of goods and services. While it cannot take legal action on behalf of an individual, the OPC can provide all the information on available recourses. But valid complaints can

lead to legal proceedings and fines against a merchant, manufacturer, or advertiser. The Office can also revoke permits.

Role of the OPC

As well as seeing to the application of the law and aiding consumers directly, the OPC has a larger role to play in the domain of consumer affairs. There is a research department, for example, which carries out tests and studies of the goods and services offered in the market place.

The OPC promotes and subsidizes over 30 consumer protection services and organizations throughout Quebec. In addition, the OPC seeks to promote the interests of consumers before government agencies whose activities affect consumers, and it tries to make merchants and manufacturers aware of consumer needs and problems.

Education and Information

Not the least of the OPC's roles is to educate and inform the public on matters of consumer protection. There are guides available for merchants and manufacturers, and there are brochures and pamphlets available to the general public on the various areas regulated by consumer legislation. A series of 10 pamphlets, one on each section of the law, is available in English, French, Italian, Spanish, Portuguese, and Greek. The Office has also, in the past, organized seminars and information meetings for various sectors of the population and the business community.

Regional Branches of the Office de la Protection du Consommateur

For more information on the Consumer Protection Act, contact the regional office closest to you. Information officers can provide you with answers to your questions and can give you literature on the areas regulated by the law.

Abitibi/Temiscamingue
85 rue Principale,
Rouyn, Que. J9X 4P1
Tel.: 762-2355

Eastern Townships
740 Galt W., No. 202,
Sherbrooke, Que. J1H 1Z3
Tel.: 566-4266

Gaspé/Magdalen Islands
Pierre-Fortin Building,
Rue de la Cathédrale,
Gaspé, Qué. G0C 1R0
Tel.: 368-4141

Laurentians
85 de Martigny W.,
St-Jerome, Que. J7Y 3R8
Tel.: 432-3110

Lower St. Lawrence
140 rue de la Cathédrale,
Rimouski, Que. G5L 5H8
Tel.: 724-6692

Mauricie
863 St-Pierre
Trois-Rivières, Que.
G9A 4W3
Tel.: 374-2424

Montreal/Laval
7105 St-Hubert, 1st Floor,
Montreal, Que. H2S 2N1
Tel.: 270-7216

2020 University,
Montreal, Que. H3A 2A5
Tel.: 873-6460

Montreal/South Shore
101 Place Charles Lemoyne
Suite 223,
Longueuil, Que. J4K 4Z1
Tel.: 463-1888

North Shore
466 Arnaud,
Sept-Iles, Que. G4R 3A9
Tel.: 968-8581

Outaouais
715 St-Joseph Blvd.,
Hull, Que. J8Y 4B6
Tel.: 770-9004

Quebec
800 Place d'Youville,
Quebec, Que. G1R 4Y5
Tel.: 643-8652

Saguenay/Lac St-Jean
189 St-Dominique,
Jonquière, Que. G7X 6K4
Tel.: 547-5741

Protect Yourself

Perhaps the OPC's most concentrated effort to educate the public on consumer matters is done through the pages of *Protect Yourself* magazine, published monthly. Now distributed across the country, *Protect Yourself* is a 68-page magazine which each month contains two product tests, a road test of a car, and various articles and columns dealing with all facets of consumerism. Recent articles have dealt with home insulation, cough remedies, car recalls, banking services, home insurance, clothing care, etc.

The magazine has existed since 1973. Starting out as a four-page bulletin, it quickly evolved into a magazine format. Distributed free up until last February, the new improved *Protect Yourself* is no longer just a translation of the French edition, *Protégez-Vous*, but carries some 40 per cent original English content.

Subscriptions are available by writing to the magazine at 385 Lebeau Blvd., St. Laurent, Que. H4N 1S2. A subscription costs \$9 for one year (\$16 for two years, \$22 for three years). The magazine is also available on selected newsstands throughout Quebec.

Computer Technology in the Home

by Lanita S. Carter
School of Food Science

Since the early 1970s, we as consumers have experienced the vast technological developments taking place in the computer and telecommunications field. We have all been exposed to computerized billing and computerized bank statements, as well as the frustration of dealing with a computer which mistook our credit account for someone else's.

Computers continue to permeate every part of our lives. When we shop at the grocery store, a computerized checkout system may be used. We no longer have to wait for the bank to open to do some of our banking. Because of a computer, many banks offer 24-hour banking services. Many offices now have word processors that allow secretaries to correct or rearrange the text of a letter many times before a final copy is printed, thus saving time and money.

In the Home

More recently, computers have become available to consumers for home use. With names like "Apple" and "PET", they have become not only a new source of entertainment but also the forerunners of an important new communication link for our homes in the future. The increase in the demand for more information and information processing has provided the basis for bringing the computer into our homes. It is expected

(Continued on Page 20)

The Family Farm



Published in the interests of the farmers of the province by the Quebec Department of Agriculture.



PERMANENT PRESENCE OF THE QUEBEC MINISTRY OF AGRICULTURE, FISHERIES, AND FOOD IN JAPAN

The Minister of Agriculture, Fisheries, and Food, Mr. Jean Garon, recently announced the appointment of Mr. Gérald Côté to the post of advisor on Agriculture, Fisheries, and Food Affairs in Tokyo.

Mr. Côté has lived in Japan since 1962. The last 10 years has made it possible for him to acquire a sound knowledge of international trade, first as assistant director general of the Japanese semi-government agency "Japan External Trade Organization" in Montreal, then as promotional advisor of the firm Adriano Ltee in Tokyo.

Since 1976, Mr. Côté was a member of the Quebec delegation in Japan as commercial attaché. In addition to promoting Quebec products in Japan, his mandate called upon him, as well, to work at the level of technological exchanges and industrial investments in Quebec. He has also ensured the coordination and follow-up of the commercial mission of Quebec in Japan and in South East Asia.

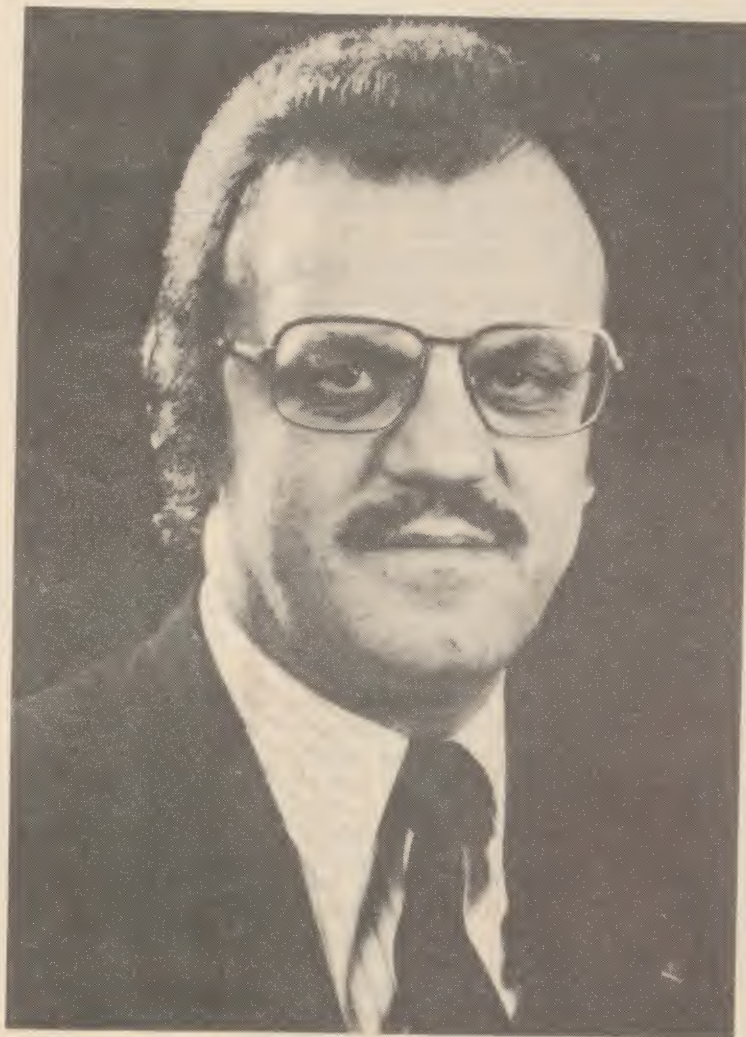
The efforts of the new advisor on Agriculture, Fisheries, and Foods Affairs may be mainly directed towards the diversification of the commercial and technological exchanges between Quebec and this vast region of the world.

It is forecast that Japan will import this year \$75 million of agricultural and food products from Quebec. The sales of frozen pork represent the most important part of this total. Other products exported are skim

milk, yogurt cultures, and maple syrup.

The representative of the Ministry, who will be in Tokyo as of January 1982, is currently in Quebec to meet with industrialists interested in the Japanese market.

Born in Val-Brillant in Matapedia County, Mr. Côté holds a Bachelors degree in literature, science, and philosophy from Laval University. He has also completed studies in economics and psychology and holds a Master of socio-religious sciences degree from Sophia University in Tokyo. He is married and the father of one child.



Mr. Gérald Côté will represent Quebec in Japan as of January 1982 as Advisor in Agriculture, Fisheries, and Food Affairs. This appointment was made official recently by Mr. Jean Garon, Quebec Minister of Agriculture, Fisheries, and Food.

COMMERCIAL DELEGATION INTERESTED IN QUEBEC LIVESTOCK

"It has been very profitable for us to come to Quebec because we have been able to exchange information with the dairy producers and to touch upon many subjects regarding dairy production." These words are from Mr. Jésus Torrès, who is president of the dairy producers association of Hidalgo State, Mexico. Mr. Torrès came to Quebec with six of his Mexican colleagues at the invitation of the external markets service of the Quebec Ministry of Agriculture, Fisheries, and Food in the framework of the 28th International Salon of Agriculture and Food.

Others also accepted the Ministry's invitation: Mr. Juan Dosal, secretary

general of the Prodel project at Tisayaga; Mr. Gustavo Vélasquez, director of dairy cattle production for the State of Mexico; Mr. Guillermo Canchola de la Torre, coordinator of Banrural dairy cattle acquisitions; Mr. M'hamed Sedratti, director general of Comagri; Mr. Edgardo Martinez Mellendez, supervisor of the Banrural swine program, northwest sector, the brothers Pedro and Carlos Gonzalez, an agricultural engineer and an economist, respectively. In a word, commercial delegates came from Mexico, Venezuela, and Morocco.

The commercial delegations travelled through Quebec and visited many dairy and swine enterprises in

the Eastern Townships, the Beauce, and the Bois Francs. The Agricultural Institutes of Technology at La Pocatière and St-Hyacinthe, the Centres for Artificial Insemination in Quebec, the Centre for Research in Animal Reproduction, as well as some slaughter houses and farm machinery manufacturers were also part of the tour.

Mr. Torrès, of Mexico, showed a particular interest in the excellent results obtained by the producers in average milk production and the genetic improvement of dairy herds in Quebec. "We are strongly interested in doing business with Quebec, particularly in buying



Pedro and Carlos Gonzalez, brothers, commercial buyers from Venezuela, visit Les Salaisons Brochu slaughter house at Saint-Henri de Lévis.



During the sojourn in Quebec, this Mexican delegation visited many dairy farms in the Montreal area, the Eastern Townships, and the Bois Francs. This picture was taken on La Pampa farm in Saint-Alexandre in Iberville County.

men to quickly improve the quality of the Mexican livestock and, eventually, in the buying of livestock," he said.

The swine herds were also the object of great interest on the part of the foreign visitors who could import some swine. It must be said that the brothers Pedro and Carlos Gonzalez, owners of two swine breeding farms, having 4,200 and 3,000 head respectively, have already transacted business with local Quebec breeders. "If the results prove satisfactory, the export of swine to Venezuela could become possible and be carried out on a large scale, i.e., to the extent of 10,000 purebred hogs per year," said Mr. Pedro Gonzalez.

Because it is conscious of the importance of opening new agricultural markets, the Ministry of Agriculture, Fisheries, and Food devotes a great deal of promotional effort to Quebec products, livestock, and technology with the foreign buyers and Consul representatives.

SELF-SUFFICIENCY IN EXPORTS

"The main aim of the government in the areas of Agriculture, Fisheries, and Food being to increase the capacity to feed Quebec starting with its own resources, the level of self-sufficiency should climb to 63 per cent in 1985 and 67.5 per cent in 1990."

This is what Mr. Hubert Melanson, Director General of the technical services of the Quebec Ministry of Agriculture, Fisheries, and Food, indicated in Quebec City to the representatives of the multinational ICI Americas. Mr. Melanson, on behalf of the Quebec government,

was welcoming the presidents and vice presidents of the companies affiliated with this multinational specializing in the manufacturing of chemical products.

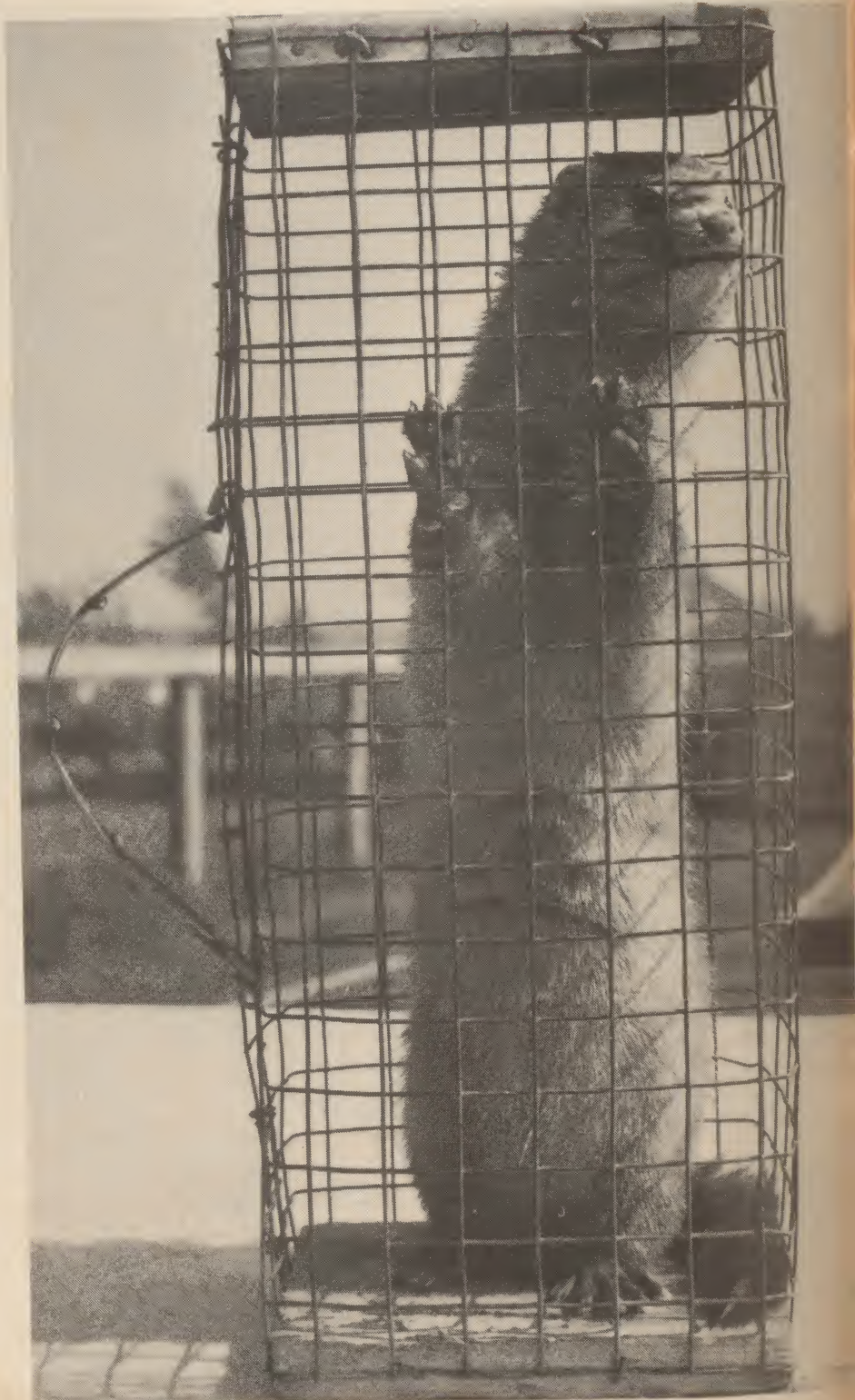
In order to increase the level of self-sufficiency in Quebec, Mr. Melanson pointed out that the government has put into effect various agricultural programs which are aimed at stimulating investment and technical assistance. These programs favour more particularly the development of the sectors which are recognized as having priority because of their rather low level of self-sufficiency, namely, beef, fruits and vegetables, as well as cereals.

External Markets

Even if the exports of agricultural and food products represent only five per cent of the total of Quebec's international exports, they permit the disposal of surplus production.

Mr. Melanson noted that after the Canadian market, the American market has always been a most important outlet taking in about half of the total exports. The main agricultural products exported to the United States are: pork, certain cheeses, and slaughter beef. Europe, in spite of the protectionist policy of the European Economic Community, remains an interesting market since 20 per cent of our exports of agricultural and food products are marketed there.

Finally, the representative of the Quebec Ministry of Agriculture, Fisheries, and Food added that countries such as Taiwan, Japan, and South Korea constitute interesting potential markets because they are experiencing an important economic growth but possess only weak agricultural possibilities.



ANIMAL AND VEGETABLE PROTEINS IN THE DIET OF MINK

Mink, this mammal sought widely for its superb fur, is a notorious carnivore. But raw meats, which constitute some times as much as 90 per cent of its daily diet, are judged as not being too sanitary and they are expensive. The animal science department at Laval University has therefore undertaken a program that will replace meat with feed rich in plant proteins and/or animal proteins such as herring flour and meal from hulled soybeans. The aim of this research is to compare the production of fur, the quality, and the price of the pelts.

Two hundred young male mink of the pastel mutation were divided into five groups and given as many diets. The first group constituted the check of conventional type, namely meat and meal; in the second diet the meat was replaced by soybean meal; the third diet consisted of a mixture of two thirds soybean meal and one third fish meal; the fourth diet was made up of one third soybean meal and two thirds fish meal, and, finally, the last diet consisted of only fish meal.

After being fed *ad libitum* for 16 weeks until slaughter, it could be observed that the animals fed with diets 1 and 5 had the best weight gains. The rations rich in soybeans were found to be more difficult to digest because of the high level of crude fibre of this feed and also because of the fact that mink is carnivorous.

The value of the mink pelt is the length and the quality of the fur. It was observed that the furs coming from the soybean diet are generally shorter than those from diets 3 and 4, mixture of soybean and fish meals. And, finally, it was the furs of the animals fed with the check diet and with diet number 5 that were the longest. Therefore the greater the proportion of fish meal in relation to soybean, the longer is the mink fur.

According to the results obtained during the experiment, it was observed that the substitution of fresh meat with fish meal — a diet which is much sounder from a microbiological point of view — does not affect in any way the rate of growth or characteristics of the mink pelt.

AROMATIC AND MEDICINAL PLANTS: A PRODUCTION IN FULL DEVELOPMENT

Italian meals would surely not have their current reputation without the condiments and the fine herbs which give to this cuisine a particular and unique taste. A laurel leaf, a touch of basil, or a sprig of parsley enhance the flavour of these foods and produce an aroma which excites the taste buds.

The medicinal and aromatic plants which are found just as well in the wild state (indigenous) as under cultivation, are used whole or in extract form in numerous food, pharmaceutical, industrial, agricultural, and handicraft products. It is correct to say that they are used in a million ways.

Even if the definitions of medical plants and aromatic plants create certain ambiguities, the latter, in addition to possessing certain therapeutic properties, are used mainly as condiments. This category includes as well the indigenous plants which are used in the manufacture of beverages and in the extraction of essential oils such as mint. As far as medicinal plants are concerned, they are used in pharmacies, in veterinary medicine, in cosmetics, and in their principal role as raw material for the manufacture of drugs.

These plants have been found for a very long time in the home garden; however, Quebec produces only five per cent of its consumption in processed products and does not exceed 15 per cent for the products used in the fresh state. Imports

come mainly from the developing countries (Asia, Africa, South America) for different herbs, and from certain European countries (Germany, France, Poland, Hungary, Bulgaria) for condiments and herbs, while the essential oils come to us, to a very large extent, from our neighbours to the south.

However, with the market increasing in volume at the rate of five to six per cent per year, the development of these productions could offer many possibilities in the diversification of Quebec agriculture and its objectives of self-sufficiency. All the more so as many of these plants adapt themselves easily and can be grown in most of the regions of Quebec.

The local market in the cities currently controlled by a few wholesale importers could constitute an excellent outlet since certain food chains seem to be interested in the distribution of an authentic Quebec product. Also, the most profitable way to integrate the markets consists in covering all the phases of production until the marketing of the finished product. The producers could, this way, thus recover annual revenues of a few million dollars.

In order to improve the yield of aromatic and medicinal plants and to follow the evolution of the market, it is essential to develop production, harvesting, and processing techniques for these plants and to introduce them to the interested producers. However, this type of production can only constitute a supplementary income at the intermediate term for the growers, because under present conditions only about 10 producers could enter into this type of production.

It is on the food side that the outlets are more varied and more promising. The plants can be used in the fresh state or dried, but more often processed or, in addition, under the form of extracts of essential oils, resins, and others. Food additives and colouring substances offer the

greatest possibilities of expansion because they enter into the manufacture of certain liqueurs such as Chartreuse and Pastis.

In the industrial field, nearly 90 per cent of the essential oils which are used in perfumes and deodorizers are extracted from plants or trees. This industry brings in annual in-

comes of about a million dollars to Quebec (oils from conifers). As far as pharmaceutical products are concerned, the properties of certain plants are sufficiently known but little exploited here. For the moment, some essential oils and resins enter into the composition of syrups, ointment, and medicated powders. It is a sector in full expansion.

In agriculture we have been using certain plants or extracts for a long time to protect the crops for the same purposes as using insecticides; experimentation is being carried out throughout the world to limit the use of chemical products. Finally, extracts from certain plants supply a dye that is widely sought for use in handicrafts.

(Continued from Page 14)

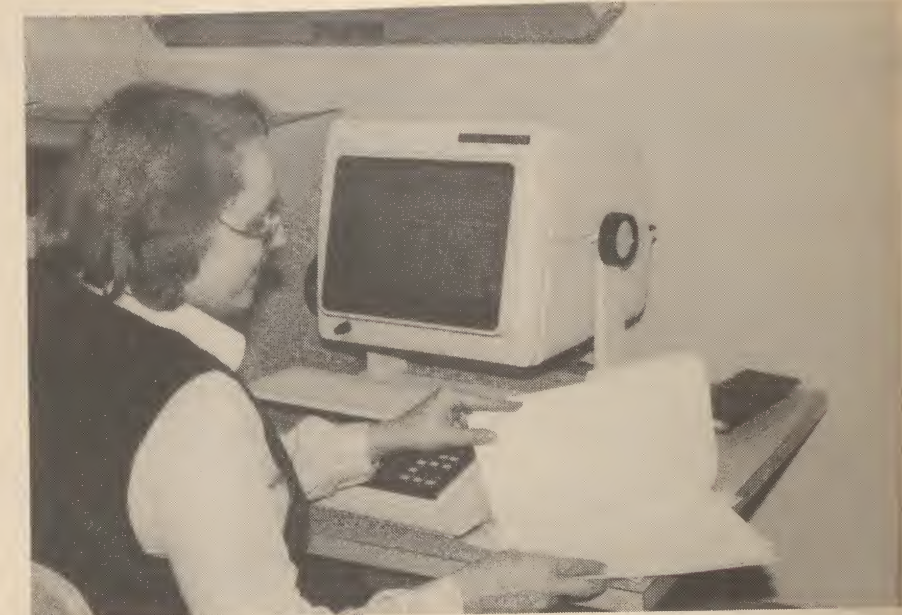
that by the year 2000 home computers will probably be as common as televisions were in the early 1970s.

The basic home computer will probably consist of a keypad (similar to a typewriter keyboard), a TV display unit, a memory storage unit, a telecommunications link (possibly a telephone), and maybe even a line printer to provide a "hard copy" of printed material. Most consumers need not worry about understanding programming languages or how the computer operates. Many home computers will be available with programming packages that the consumer can select based on individual needs. The program itself will be designed so that it is "user friendly", meaning that the computer will respond to input in an easily understandable manner.

Home computers will be able to be programmed independently for personal use. You might choose to program your computer to maintain an up-to-date address list or to keep track of your monthly budget. The computer could be used to maintain a book or record library, or to retrieve a favourite recipe when needed. Your home computer could even be programmed to maintain an inventory of groceries and household supplies and provide you with a shopping list each week. For entertainment, you and your family can use the computer to play games.

Telidon

It is also expected that the home computer terminal will be linked to a videotex service. A videotex communication service is an "interactive" or "two-way system" in which the customer is linked to a central data base by a telephone or other cable link. The videotex system developed for use in Canada is known as Telidon. This type of information retrieval system will allow



The author, above, demonstrates how a home computer can be used to carry out such processes as banking, bill paying, and shopping without even leaving home.

users to carry out such processes as banking, bill paying, and shopping without even leaving home. Making reservations, accessing public library files, and other information sorting functions will also be possible. In the future, you or your children may actually take courses by using your home computer and an appropriate data base.

Other services will be available through a teletext system, in which the information is presented, but the user cannot interact with the program. This system might provide access to electronic newspapers and electronic one-way mail delivery. Users will be able to select articles or letters to be printed in hard copy.

The Information Society

The developments in computer technology promise to provide us with more convenience and time and energy-saving methods of handling information, as well as providing us with entertainment. These advances in information retrieval and handling are part of what is called "the information revolution" or "the information age".

Our society is being transferred from an industrial to a post-industrial form of information society. Some predictions say that in such a society, information services will replace traditional industries as major contributors to gross national product. The change to an information society will change our lifestyles, perhaps leading us to more "electronic cottage industry" as telecommunication links allow us to work from our homes.

Certainly the home computer is part of our future. The use of information retrieval services will not entirely eliminate printed matter but rather will enable us to handle the ever increasing volume of information more quickly and more efficiently. The wealth of the future is information and information processing. Our use of that wealth will hopefully provide us with closer links to an ever changing world.

More information on Telidon is available from: TELIDON, Journal Tower South, Room 2000, 300 Slater Street, Ottawa, Ontario, K1A 0C8

QWI

Mrs. Roswell Thomson

It is with sorrow that we announce the death of a past Provincial President of the Quebec Women's Institutes, Mrs. Roswell Thomson. Mrs. Thomson worked hard and diligently for the Women's Institutes at the branch, provincial, and federal level and also played an active role in the many concerns of the community.

Mrs. Roswell Thomson, née Lucille Lefebvre, died on Friday, November 21, 1981, in her 82nd year. The funeral was held in Montreal on November 30. Lucille Thomson was a Charter Member of the Abbotsford Women's Institute which was formed in October 1929.

Born in Montreal, Quebec, Lucille Thomson was the daughter of the Reverend and Mrs. T. Z. Lefebvre. She was educated at Montreal High School for Girls and at McGill School for Physical Education. She was the first graduate to teach physical education in Nova Scotia. Later, she married Roswell Thomson who farmed in Abbotsford. They raised three sons, all of whom graduated from Macdonald College.

When the Abbotsford Women's Institute was formed in 1929, Mrs. Thomson became the First Vice President and Convener of Education. She served for several years as



President and Convener of Home Economics. Lucille Thomson was a Provincial Convener of Education and was Provincial President from 1948 to 1951, was a member of the Federated Women's Institutes of Canada Board, and was a delegate to the Associated Country Women of the World Conference in Copenhagen, Denmark. As Provincial President, she organized the Leadership Course, later called "Facts, Fingers and Fun."

Mrs. Thomson represented the Quebec Women's Institutes on the Board of the Canadian Association of Consumers, English Division, and, keenly interested in education, she assisted Professor W. Bovey to organize the Extension Service, McGill University, at Abbotsford. She

was an Associate Member of the Protestant Committee of the Quebec Council of Education, representing the "rural voice" on various committees, including one which prepared a brief for the Royal Commission on Education. Mrs. Thomson was also a Charter Member of the Quebec Home and School Council.

Both during World War II and after, Mrs. Thomson took a great deal of the responsibility for running the family farm, thus allowing her husband the time to serve on the Canadian Poultry Industries Committee for which he was awarded an MBE in recognition of his war work, and on the Veteran's Land Act Committee. Mr. Thomson predeceased his wife in 1970.

Mrs. Thomson was sadly missed by the Branch when she moved away to take up residence in Montreal but managed to attend meetings whenever possible, especially the 50th Anniversary of the Branch. Many memories probably crossed her mind of that meeting when she heard the reading of the first minutes and of how things had changed through the years.

"For Home and Country": Lucille Thomson served the motto exceedingly well. Members of the Quebec Women's Institutes extend sincere sympathy to Mrs. Thomson's sons Gordon, Peter, and Alan and their families.

"Living In Today's World"

An anticipated attendance of possibly 2,000 women from all over the world will be discussing the theme "Living in Today's World" when they meet at the University of British Columbia, Vancouver, for the 17th Triennial Conference of the Associated Country Women of the World, June 19-30, 1983.

The Conference will open on Sunday, June 19, featuring the theme address by Mrs. Z. Westebring-Muller, The Netherlands, President of this international organization. Mrs. Westebring-Muller, has been a member of the Nederlandse Vereniging van Huiscrouwen for 38 years. She has served on the National Board as an Executive for six

years, was Chairman of the local Townswomen's Guild, and also was the County Chairman. The World President is very concerned about energy problems, good communications, links with the United Nations Agencies, and the use of "woman power".

In preparation for this event, the 1983 ACWW Canadian Conference

Committee, composed of representatives of the Women's Institutes in Canada, Cercles des Fermières, Women of Uniform, and the National Farm Union Women met at the International Inn, Winnipeg, November 9 to 12.

A highlight of the Conference will be "Canada Day" featuring a program of participating members from Canadian Societies affiliated with the International organization which will be titled "Canadiana". It will be held on Sunday, June 26, 1983, and will begin with a morning Interfaith Service in the gymnasium of the University, to be followed by a three-hour program in the afternoon portraying Canadian history, culture, and art. Representative presentations from the Constituent Societies will be playing to an afternoon audience of day visitors possibly numbering 3,200 who are attending the Conference only on that Sunday. An added feature will be music by the 150-voice Women's Conference Choir. This program will be repeated for the fully registered Conference delegates in the evening.

A new feature of this ACWW Conference will be a series of "Area Information Sessions". These are planned to inform delegates of the activities of Member Societies in the ACWW areas of East, West and Central Africa, South Africa, Asia, Europe, South Pacific, and the United States of America. The sessions will be planned to acquaint Conference participants geographically, agriculturally, and industrially by word, picture, display, and music or any medium of information.

Many interesting Conference Tours are being planned to give visitors as much opportunity as possible to see Canada and visit typical Canadian homes.

ACWW will also sponsor a Pre-Conference Workshop for approximately 25 Latin American and Canadian native women at Olds, Alberta. This Conference is planned to prepare these ladies to understand



Two members of York branch in Gaspé County, Mrs. Ken Patterson and Mrs. Ben Annett, receiving WI Life Membership pins from Mrs. Mary Baird, centre. Both members have held many offices and been workers at both the branch and county level.

the Conference and is geared to provide information on food, organizing women, and building leadership.

A Sales Table of Canadian hand-made handicrafts will be supplied with articles from the membership in Canada. It will also feature a Used Stamp Stall for collectors in that category.

WI Hymn

Come, let us meet with joyful hearts,
Our friends both old and new,
To plan our work and work our plans
For Women's Institute.

Our creed to keep from day to day
In thought, in word, in deed,
With God to help us, who can fail
To meet another's need.

Each one will gladly do her part
In programs for our good,
With loyalty to Officers
In our Women's Institute.

The author is unknown. The hymn is sung to the tune of St. Peter C.M. This WI hymn was sent in by Sutton WI Publicity Convener, Mrs. Ruby Knight,

Dear WI Members:

(More news from the Counties.)

Cowansville will celebrate its 70th birthday in December. The Home Economic Convener reported on a new cooker which allows one to eat fried foods without their usual calories. The Health and Welfare Convener reported that the eating of oatmeal can help to control the cholesterol level.

Fordyce's Roll Call was to "bring or model or show something Grandma made or wore". And the ladies found lovely pieces of handwork: embroidered pillow slips, knitted and crocheted runners, old jewellery, and pictures.

Ayer's Cliff WI and a number of friends joined **Fordyce** at a noon dinner. Mrs. Bertha Beaulieu presented a ceramic pottery tea pot to Fordyce and in exchange she received a gift in appreciation for the work she had done. A \$200 bursary was awarded a student at Massey Vanier School in Cowansville. Mrs. Lucy French, Pro-

vincial 3rd Vice-President, and Mrs. Sheila Washer, Provincial Secretary, were guests at a Tupperware demonstration held by Fordyce. The proceeds went to the branch. Mrs. Mary Jones donated a crocheted afghan and tickets are being sold on it. During the summer Fordyce were also guests of the Abbotsford Women's Institute.

Dunham's motto: "Old time wedding rings were thicker; they were made to last a life time!" The Roll Call: "Bring a nostalgic item and describe its origin and history". Some items were a ring of white gold and marquise setting, an old album, a tiny gold medallion with a centred pearl, 200 years old, wooden bowls, a guest book of a former Lt. Governor of British Columbia, scrimshaw carvings (from bones) attached to a charm bracelet.

Stanbridge East's Education Convener, Mary Boomhower, attended school closing activities at the elementary school in Bedford and met with 20 pupils who received certificates and a small sum of money for endeavour. The money was donated by this branch. Also the Dixville Home and a floor hockey team received a money donation. At one meeting they poured a plant in Cowansville, the Albany Felt Company, and saw how the product was made — a very heavy long felt canvas belt. The production was followed from thread to the weaving process.

All four branches of Missisquoi County W.I. met in Melbourne where **Spooner Pond** Richmond County served a delicious buffet lunch. Later, all members visited St. Andrew Church, learned some of its history, and the fact that this church is in the scene on the back of the old two-dollar bill. From there they went to the Wales Home and were given a tour of this Senior Citizens Home. They met some old friends who are now residents.

Richmond Hill held a garage sale and many showers for members' daughters who are about to be married. They sent flowers to shut-ins and gave a \$30 donation to the St. Francis School. Mrs. Robinson won a scrambled word contest, and they took part in all County Projects.

Many readings were heard at **Gore**, including Ruth Mountain's item on the reimbursement of sales tax on electricity for farmers. Julia Griffith mentioned that cocoa has more caffeine value than coffee. Knee throws, slippers, bed jackets, and sweaters were sent to CanSave. Guest speaker Eileen Parkins spoke on the upcoming Farmers Market and Garden Contest.

Melbourne Ridge entertained **Gore** and held an exhibition of handicrafts. Shirley Johnston modelled a blouse made from a 35-cent remnant. Mrs. Taber displayed a wall hanging. The inter-branch quilt blocks were brought in for display.

Richmond Young Women awarded three Life Memberships. Donations were given to the Sherbrooke Hospital and the Student Loan Fund. Epson Salts, goose grease, and Castor Oil were named as a detested old-time medication or remedy.

At **Spooner Pond** 18 members responded to a "show and tell" craft display. Lunch was served to 40 visitors from Missisquoi County WI who were visiting points of interest in this area. Guest speaker was Nick Fonda, an exchange teacher just returned from England. Mrs. Joyce Gilchrist gave a talk on the ACWW.

Cleveland members took a trip to Dunham, touring the Bromont Rose Greenhouses on the way. The Duham WI ladies served a delicious luncheon and the "Cairn" was visited, pictures were taken, a bring and buy sale was held and the sum added to the Coins for Friendship. Peggy Healey won the branch quilt block contest. Donations were made

to the Dixville Home and to the School Fair.

Shipton gave a birthday tea at the Wales Home. There was "Fable of the Animals" with Marion Sutherland's illustration of the different learning capabilities of children taking a standard level of education. School prizes donated by the branch were given to Sonya Horan and Palreck Dubouis.

Dennison Mills: Members were busy with a booth at the Farmer's Market to raise funds for the Dixville Home. Two books were given to students of A.D.S., prizes donated to the Children's Department of the Richmond Fair, and flowers were sent to shut-ins.

The roll call of **Granby Hill:** "Name one advantage of living in Canada". Some replies were: Canadian passports rank high in travelling, there is plenty of food available, there are lots of open spaces, free choices of purchases and having medicare. Citizenship Convener reported that one of Somalia's problems is greed, not starvation. Much food has been sent there and has been stolen. Money has been donated and used by the administration. But Canada will not stop aid, in spite of these reports. Health and Welfare Convener mentioned that tea can help cause constipation and can have a dehydrating effect on the gastrointestinal tract. Home Economics said: to rid plastic containers of foul odours, place crumpled newspaper, black and white only, in the container, cover tightly, and leave overnight. Save time and money by using the cheapest brand of dishwashing detergent, but add a few tablespoons of vinegar to the dishwater, which will cut the grease and leave the dishes sparkling clean. A substantial amount of money had been taken in when the branch had two tables at a local "flea market". A "Winter Picnic" was held at Stuart and Janet Rutherford's home. The Education Con-

vener together with the branch President presented six prizes at Parkview Elementary to the best student in spelling and French and to the two most improved in each in level 6. They gave \$40 to the Waterloo Young Nurses. This branch and **Abbotsford** together entertained **Fordyce** and had a luncheon and an enjoyable afternoon. A "Flag tour collection" was taken and each branch got \$7 from this.

Granby West's Agriculture Convener read an article on Epsom Salts being good for tomatoes and peppers. Education Convener reported a foliage trip to Stowe, Vermont, made recently. Home Economics reported on a new fabric on the market that permits you to get a suntan, without a sunburn, with your clothes on. Health and Welfare read an article on a new drug named "Augmentin" that will be replacing penicillin shortly. The drug will help against viruses, flu, colds, etc. This branch gave donations to the Wales Home and to the Philip Cahill Memorial Fund (this child was killed accidentally this spring in transit to school, while people were pooling rides, as the buses were on strike). They also visited the Knowlton Museum.

Waterloo-Warden's motto was: "It's nice to be important, but it's more important to be nice". Tickets were being sold on an afghan, a child's quilt, and other articles. The Publicity Convener reported on five Quebec residents making a covered wagon trek across Canada, and **Huntingdon** member Florence Reid met those people in Ontario and had a little talk with them. Citizenship Convener held a contest on "What we know about Canada". Lou Bowker and Mary Sicard received prizes for their knowledge. Home Economics read an article urging the necessity of removing tomatoes and juice, or any other food containing acid, from the tin as soon as it is opened. A contribution of \$50 was sent to the Sherbrooke Hospital.

Belvidere's motto for the September meeting was very creative: "It takes face powder to catch a man and baking powder to hold him". At the next meeting the 65th anniversary of the branch was celebrated. Excerpts were read from the organizational meeting held at the home of Mrs. W.S. Armitage. It

was called the "Homemakers' Club". Mrs. J.W. Cillis was the first president. Mrs. Charles Drummond, Sr., was the second president. Belvidere WI was the second branch formed in Sherbrooke County. As it was during the First World War, the members found an impetus to work. The luncheon table at the close of the meeting was graced with a lovely anniversary cake made by a member, Jessie Moore.

Brompton Road voted a bursary to Alexander Galt Regional High School for Mathematics in level 3; 19 packages of 4x4 dressings were made at the Cancer Station and a donation was voted to the handicapped. A successful card party was held with proceeds for the general funds. They were guests of **Austin W.I.**, which was much enjoyed. Some members visited the monastery at St. Benoit du Lac. A birthday cake in honour of the president's, Mrs. Brown, birthday was made by Mrs. E. Goodfellow and decorated by the hostesses.

Milby's Publicity Convener, Mrs. Eldora Turner, read an article entitled: "Our Food Dept to the Indians" — many of our favourite vegetables were grown by them first. Conveners' reports: Agriculture: The son of a member, Jimmy Naylor, won the Junior Ploughman's trophy for Alexander Galt Regional High School. Education: The Cornelia Orr Scholarship will be awarded for Home Economics at A.G.R.H.S. Citizenship read an interesting article entitled "The Gift of Vision" which stated that two women doctors had gone to Mexico and fitted 546 women and children with eye glasses which had been provided by WI members. The project was financed by the Ontario Teachers' Federation. Home Economics: A paper on diet was read dealing with eating and drinking in moderation. A former member, Mrs. Jessie McKee, donated a quilt top. Publicity: An article was read from "The Country Women" on the work of the WI in the Northwest Territories. At their program they held a miscellaneous auction. Each county president brought home from the Annual Convention a small ACWW flag to be used to publicize and promote the Associated Country Women of the World. The Milby branch supported this project with an auction, the proceeds of which will be given to the

country president for presentation at the next Annual Convention when a flag will be returned.

Lennoxville's Roll Call: "Name something the WI has done for the community" brought many responses: Being responsible for having 181 children immunized against diphtheria in 1934; in 1936, making arrangements with Bell Canada to enable residents to pay their phone bills in town; contributing to hot lunch fund at local school; working each month at cancer station; furnishing books for town and school libraries; donating a reading table to town library; contributing annually to Bursary and Scholarship Fund at high school level; sponsoring school fairs; planting trees and rosebushes on Town Hall lawn; contributing towards erection of Cenotaph in town square; presenting a wreath each Remembrance Day; suppling fruits at Christmas for children at Maple-mount Home; arranging for pick-up of paper and glass for recycling. Two members who had exhibits in Expo Quebec in Quebec City attended the presentation of the awards to the prize-winners in the handicraft department. Two members acted as judges at the Cookshire Fair. Two copies of the QWI History of Pioneer Women will be presented to local libraries. The Publicity Convener arranges a display of Sherbrooke County WI programs dating back to 1935 and old newspaper articles of special interest to the WI. Education Convener, Mrs. D. Geddes, read an article dealing with the problems school boards are encountering owing to recent budget cuts. Following the meeting the members visited the Connaught Home in North Hatley where afternoon tea was served to the residents.

Ascot's Mrs. R. Hutchison and Mrs. P. Webb were judges at the County School Fair. A "History of Compton County" was passed around for all to see. It was agreed to donate a copy of this book to the high school library. Mrs. Atto, the guest speaker, spoke on the organization and the progress of the Lennoxville and District Community Aid. She explained the services now available and encouraged the members to make the needs of the community known.

Ruth von Brentani
QWI Publicity Convener

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